

MULTIMEDIA



UNIVERSITY®

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2017 / 2018

### PBU0054 – FUNDAMENTALS OF BUSINESS MANAGEMENT

(All sections)

21 OCTOBER 2017  
9.00AM – 11.00AM  
(2 Hours)

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#### INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** pages with **FIVE** questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers in the Answer Booklet.

**ESSAYS [100 MARKS]**

**Instructions: Answer ALL questions. Write your answers in the Answer Booklet.**

**QUESTION 1**

- a) State the determinants of organisational structure. (5 marks)
  - b) Describe the **FIVE** basic forms of departmentalisation. Give **ONE** example for each departmentalisation. (10 marks)
  - c) Briefly explain the **THREE** organisational design for the twenty-first century. (5 marks)
- [TOTAL 20 MARKS]**

**QUESTION 2**

- a) What are the **FOUR** basic functions that constitute the management process? (4 marks)
  - b) Explain in detail the components of planning and controlling. (7 marks)
  - c) Briefly explain the **FIVE** basic management skills. (7 marks)
  - d) State **TWO** management skills for the twenty-first century. (2 marks)
- [TOTAL 20 MARKS]**

**QUESTION 3**

- a) Define human resource planning process. Explain the **THREE** main components of human resource planning process. (10 marks)
  - b) In Human Resource Management, training normally refers to teaching operational and technical employees how to do the job for which they were hired. What are the common training methods that are available? Explain. (4.5 marks)
  - c) Many employers use contingent and temporary workers to increase their flexibility and lower their costs. What are contingent and temporary workers? Discuss the various ways to manage these workers. (5.5 marks)
- [TOTAL 20 MARKS]**

Continued...

**QUESTION 4**

- a) Customers buy products that offer the best value when it comes to meeting their needs and wants. Define value and benefit. How can a company deliver value? (6 marks)
- b) Value provides customers with utility. Briefly explain **FOUR** types of utility. (4 marks)
- c) Marketing plans and strategies are strongly influenced by powerful external factors. Discuss the **FIVE** marketing environment. (10 marks)

[TOTAL 20 MARKS]

**QUESTION 5**

- a) Who are the users of accounting information? Discuss. (8 marks)
- b) Financial statement refers to several types of reports summarising a company's financial status to stakeholders. What are the **THREE** types of financial statement and how are they used to help managers to make decisions? (6 marks)
- c) State and provide formula for the financial ratios that
- i) measure a company's liquidity
  - ii) measure a company's potential earnings
  - iii) evaluate management's use of assets

(6 marks)

[TOTAL 20 MARKS]

End of Paper